

**SYSTEM AND METHODS FOR GRAPHICALLY REPRESENTING
PURCHASE PROFILES AND SALES GUIDANCE TO
A CUSTOMER SERVICE REPRESENTATIVE**

ABSTRACT OF THE DISCLOSURE

5 Methods and systems for representing a customer's product
purchasing profile to a customer service representative in an automated
customer relationship management environment is provided which includes
identifying a set of products for a sales campaign, identifying one or more
10 relationships between the products within the set of products and
representing each product from within the set by a distinct image in a
graphical display. The product images are visually distinguished in the
graphical display based upon the identified product relationships. A
propensity of the customer to purchase each unowned product may be
15 determined based upon one or more demographic attributes of the
customer, and the product images distinguished in the display based upon
the determined purchase propensities.